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ABSTRACT

The purpose of this survey was to determine the extent to which carrier current radio has become a medium which can link and unify relatively small, well-defined groups in an effective and inexpensive way. The survey focused upon the auspices, structure, affiliation, day-to-day managerial responsibility, and administrative liaison of the stations; their commercial or non-commercial status; and the nature and scope of their programing. A multiple-choice questionnaire was mailed to 439 stations; of the 233 that responded, 25 stations reported that they were not operative carrier stations, resulting in a net sample of 208 stations. The findings indicated that: most stations are run as undergraduate student activities, few stations are used for formal or informal training; most stations carry commercial advertising, but few rely upon time sales for their main support; most stations rely upon institutional or student generated funds for their main support; programing consists mainly of recorded music; most stations afford little or no opportunity for student self-expression or news and public affairs programing; and most stations appear relatively free from institutional or outside controls but in most cases there appears to be little or no inclination to use this freedom innovatively. (WR)

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COLLEGE CARRIER CURRENT

A SURVEY OF 208 CAMPUS-LIMITED RADIO STATIONS

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BINA

BROADCAST INSTITUTE OF NORTH AMERICA

FALL 1972

COLLEGE CARRIER CURRENT:

A Survey of 208 Campus-Limited Radio Stations

Broadcast Institute of North America
147 East 81st Street
New York, N.Y. 10028

SUMMARY OF FINDINGS

In its survey conducted among 208 campus-bound carrier current radio stations, the Broadcast Institute of North America finds:

- Most stations are run as undergraduate student activities;
- Few stations are used for formal or informal training;
- Most stations carry commercial advertising, but few rely upon time sales for their main financial support;
- Most stations rely upon institutional or student-generated funds for their main support;
- Programming consists mainly of recorded music - mostly progressive rock or top 40;
- Most stations afford little or no opportunity for student self-expression or news and public affairs programming;
- Most stations appear to be relatively free from institutional or outside controls but in most cases there appears to be little or no inclination to use this discretion innovatively.

In spite of these somewhat negative findings, the Broadcast Institute of North America concludes that carrier current radio stations offer a unique potential for developing communications skills among college students and recommends that the institutional officials and the broadcasting industry assist students in attaining these goals.

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INTRODUCTION

Television is today's paramount national broadcasting medium. Radio, in contrast, has proliferated as a local service providing specialized programming to diverse audiences, i.e., millions of motorists, people who are unable to work in front of a television set, and the legion of young listeners with transistors swinging in their hands.

Over-air and wired radio stations are common features of college life in the United States. The wired, or carrier current radio station is perhaps the ultimate example of a broadcast facility, deliberately limited in scope but with broad potential for reflecting, amplifying and indeed influencing the tastes, needs and desires of a community within a community.

Carrier current stations are not licensed, because the signal radiates through the institution's electrical system and not through the air. Like the college newspaper, they are directed to a campus-bound audience. They are subject to no governmental controls, but they may, of course, be subject to internal controls established by institutional administrators or by student sponsors.

This survey was designed in part to explore the extent to which carrier current radio has become a medium which can link and unify relatively small, well-defined groups in an effective and inexpensive way. The surveyors were also interested in the stations' potential as outlets for student information, activism and entertainment, as well as their use as a training ground for talented future broadcasters.

In formulating what is believed to be the first attempt to profile campus carrier current stations, the surveyors found little recent research from which to proceed. "The College Radio Study," issued by the Ford Foundation and the Corporation for Public Broadcasting in 1969, covered both wired and over-air college stations. These discrete broadcast services were not, however, separately characterized in this study, whose main purpose was to ascertain their potential in broadening public radio's base. Earlier in 1972, the Federal Communications Commission, alerted to the possibility that carrier stations might be relayed by local cable television systems, undertook to survey the stations and find out to what extent this was occurring. The FCC is assembling additional research materials for a projected report. Our own survey located 17 stations, 8.2% of the respondents, with such tie-ins.

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Both the FCC and the Corporation for Public Broadcasting used the membership list of the Intercollegiate Broadcasting System (IBS) as the basis for their surveys. IBS membership includes both carrier current and over-air college stations, but not all campuses are included. Our study, therefore, identified additional stations so that a more broadly representative sample could be surveyed. Using a commercial mailing list of all colleges and universities in the United States, our surveyors mailed 1,635 return post cards (Appendix 1). Of the 593 cards that were filled out and returned, 368 came from institutions which did not have carrier current stations, and 225 from places which did. The affirmative responses were combined with 214 additional stations on the IBS list, to provide a total sample of 439 stations.

The survey focused upon 1) the auspices, structure, affiliation, day-to-day managerial responsibility, and administrative liaison of the stations; 2) their commercial or non-commercial status and budgets, and 3) the nature and scope of their programming. The questionnaire itself used a multiple-choice format to simplify the response and reduce the demand on respondents' time.

The questionnaires, with covering letter and return envelope (Appendix 2), were mailed out in late April, 1972. Of the 439 recipients, 233 responded, of which 25 reported they were not operative carrier stations, leaving a final net sample of 208 stations. A list of the recipients and of those responding can be found as Appendix 3, and a map showing geographical distribution of the returns is in Appendix 4. It is evident that a much heavier response, proportionately speaking, came from the Northeast.

The survey was prepared and conducted by Ralph M. Jennings, consultant; Electra Yourke, research director, and Gwendolyn Pettit, staff assistant, Broadcast Institute of North America. They were assisted by Michael Meadvin, program director, and Louis Venech, news director, WKCR, Columbia University.

This inquiry does not, clearly, embrace the total universe of college and university broadcasting; but it does illuminate aspects of the prevailing conditions under which students presently manage carrier current facilities, and it is hoped that it will lead to further consideration of this medium as a vehicle of information and education.

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I - AUSPICES AND MANAGEMENT

The Broadcast Institute survey asked several questions about management and decision-making. Underlying these questions were the following considerations:

1. Is the day-to-day decision-making process in the hands of students?
2. Is there an identifiable relationship between the station and a formal college or university department?
3. Who has ultimate responsibility and how is the chain of accountability maintained?
4. In the view of station management, why does the station exist?
5. How do these factors relate to and influence each other and overall station operations? Do stations exhibiting given management characteristics tend to generate similar types of programming, use similar business practices, or have a similar view of their audiences?

Carrier current stations, in most cases, are managed on a day-to-day basis by students. Of 208 stations responding to the questionnaire, 181 or 87.1%, stated that the chief managerial person is a student (Table A). Eight stations reported that the job is filled by a paid student. Thus, the combined figures for paid and unpaid student managers is nearly 91%.

Other answers included faculty (8), paid staff (6), administrators (7) and hybrids (2), administrator/faculty and student/faculty, each found at one station.

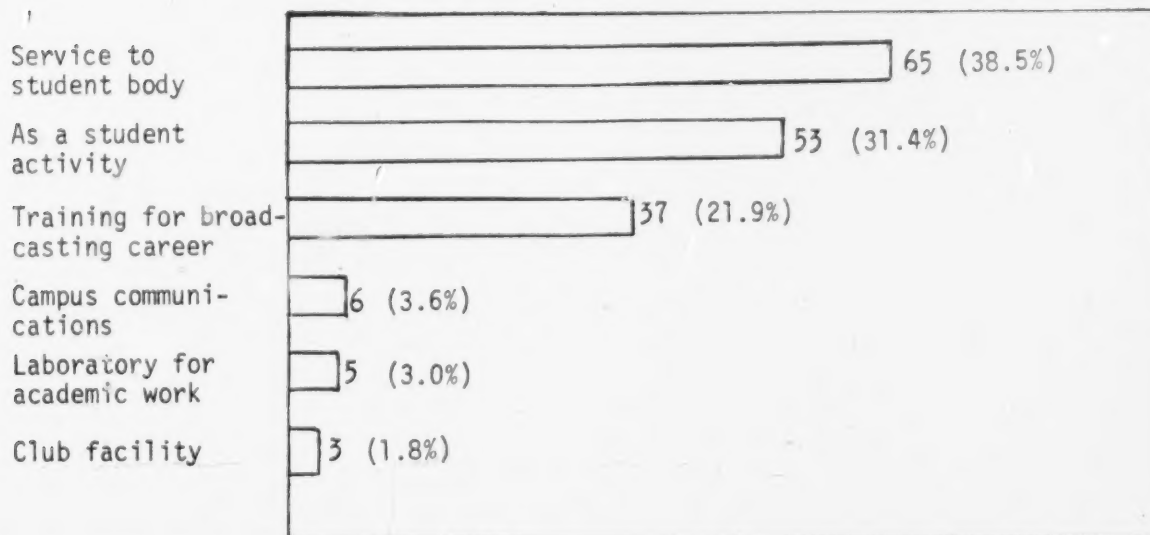
About one quarter of the respondents, 50 stations, are associated with academic or administrative departments. Thirty-seven stations, 74%, named a specific department under whose auspices they functioned. Communications departments accounted for 15 responses; Speech departments, 11; Fine Arts, 2; Journalism, 1; and Instructional Media, 1. The remaining 7 stations responsible to a department named an administrative division or individual officer of their institution.

Among the 50 departmentally supervised stations, 31 (62%) of the managers report either to an academic department or to a faculty-administration unit (Table B).^{*} Among the 143 independently run carrier current stations, there is a more even distribution of accountabilities, but most stations, 39 (27.2%) are supervised by student affairs, student government or dormitory council units, followed by a student media governing body, 28 (19.4%). This appears to indicate that overall accountability among independent stations is most likely to reside with students. Eleven stations which operated independently of an academic department and one departmentally administered facility reported to no other body.

Day-to-day decision-making for carrier current stations is primarily in the hands of the students. In making their decisions, how do they view the stations' function? The questionnaire asked respondents to rank the stations' purposes on a supplied list. Among the 169 stations responding to this question, service to the student body (38.5%) and student activity (31.4%) were cited by the majority of the stations, while a smaller percentage named more narrowly defined goals - career training (21.9%), campus communications (3.6%), and academic laboratory work (3.0%).

Figure I

PRIMARY PURPOSE OF 169 STATIONS
INDICATING THEIR MAIN FUNCTION



^{*}Tables and matrices reflect the fact that not all stations responded to all questions.

II - INCOME AND BUDGET

Among the 208 stations responding to the survey, 134 (63.8%) carry commercial advertising. The remaining stations operate non-commercially.

Operation as a commercial or noncommercial station does not appear to be a major factor in determining the purpose to which carrier current stations are put (Table C). Approximately 38% of the stations in each group said that they serve primarily as a service to students. There were some differences, however. The percentage of stations claiming that their primary purpose is training in broadcasting is more than twice as great among commercial (25.9%) than among noncommercial stations (12.2%). Only minor differences appeared between commercial and non-commercial stations in the other specified areas of purpose.

The budget level enjoyed by carrier current stations seemed to be influenced only slightly, if at all, by whether or not the facility carries commercial advertising (Table D). Over two-thirds of the stations have a budget in the range of \$1,000 - \$10,000 per year. The percentage was approximately the same among commercial and noncommercial stations. However, while 18.3% of the commercial stations have a budget in excess of \$10,000, 8.2% of the noncommercial stations are in this category. On the other hand, 25% of the non-commercial stations have budgets under \$1,000, while only 14% of the commercial stations do so.

Affiliation with an academic department appeared to be a minor factor in determining the budget range of most carrier current stations. Over two-thirds of the affiliated and the unaffiliated stations are in the \$1,000 - \$10,000 budget range (Table E). However, far more affiliated stations than unaffiliated stations have budgets under \$1,000 (28.3% and 15.5%, respectively); and more unaffiliated than affiliated stations have budgets of over \$10,000 (18.1% and 6.5%, respectively).

Stations affiliated with academic departments reveal somewhat different patterns of funding than those which are not affiliated with academic departments (Table F). Just over a quarter of the affiliated stations claim their academic department as the main source of income. Twice the percentage of affiliated stations (30.9%) as unaffiliated stations (15%) cite commercial revenue as their main support, while almost three times the percentage of unaffiliated (58.8%) as affiliated stations (21.4%) say they are supported by student activity funds.

It appears that stations tied to academic departments have less access to student-generated funds. At the same time, affiliation does not appear to generate financial support. Department-affiliated stations, it seems, depend more heavily upon commercial income than do unaffiliated stations. Thus, either the department's participation apparently helps develop commercial sales, or the academic tie precludes student funding and forces the stations to seek commercial revenue.

Although about two-thirds of the stations indicate that they carry advertising, only 28% of these commercial outlets state that commercial revenue is their major source of income (Table G). Most income for commercial and noncommercial stations comes from student activity funds (47.2% and 57.2%, respectively).

Most commercial stations report that they retain the revenue generated by commercial sales (105 of 134). Among the remaining 29 stations 17 indicate the disposition of their commercial revenue (Table H).

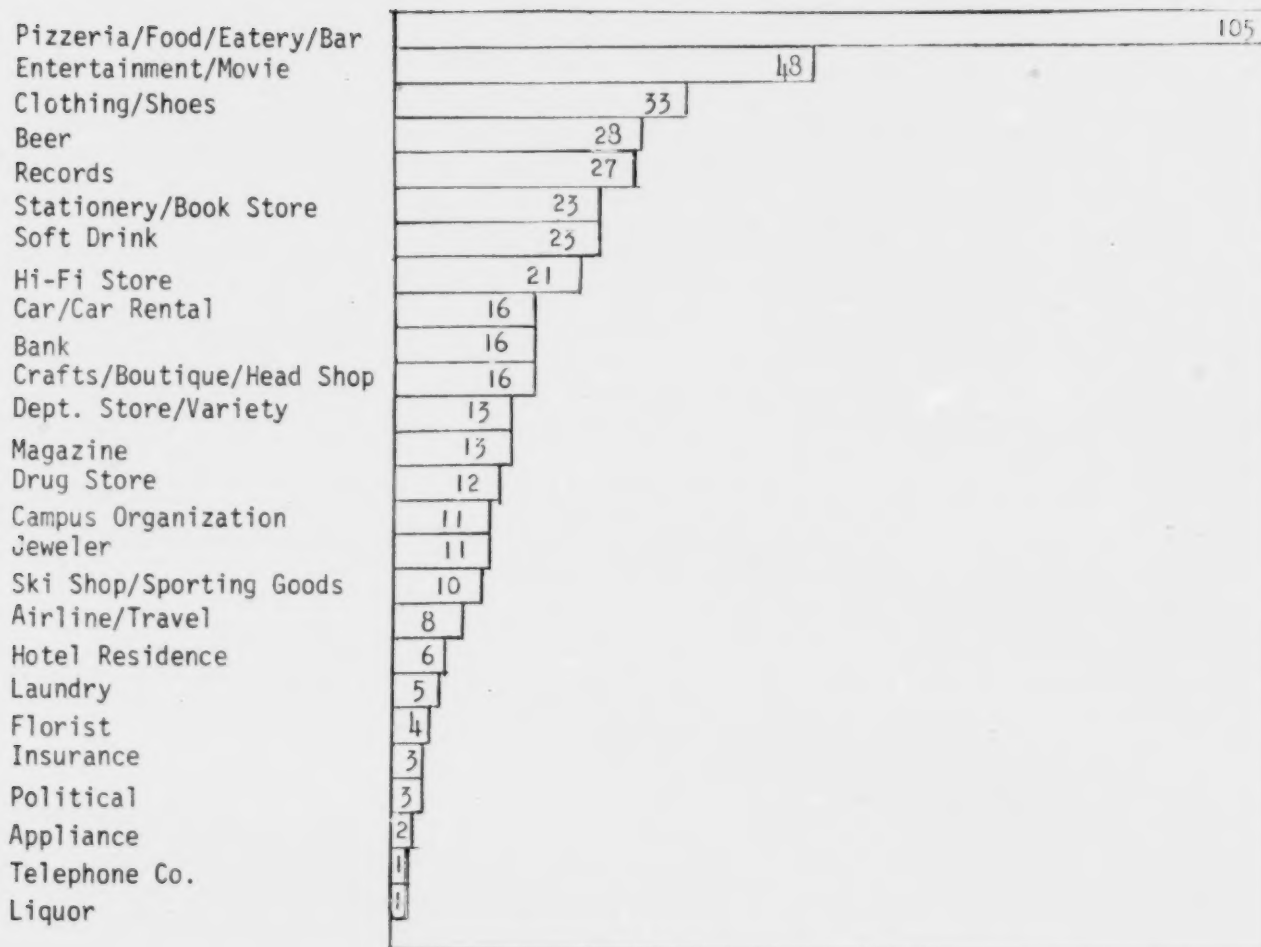
Commercial stations were asked to indicate the proportion of their advertising income that is derived from each of four sources: campus accounts, off-campus community accounts, regional accounts, and national accounts. The proportion of advertising revenue coming from these four sources and the number and percentage of stations claiming revenue from them (in 20% intervals) is shown in Table I.

Off-campus community accounts appear to be the mainstay of carrier current stations; little or no revenue appears to come from the other three sources.

Commercial stations were also asked to list their five largest advertising accounts. The types of accounts listed by the stations together with the number of stations citing them are shown in Figure II, below. In general, accounts are local food and retail merchants.

Figure II

ADVERTISING ACCOUNTS OF
COMMERCIAL CARRIER CURRENT
RADIO STATIONS

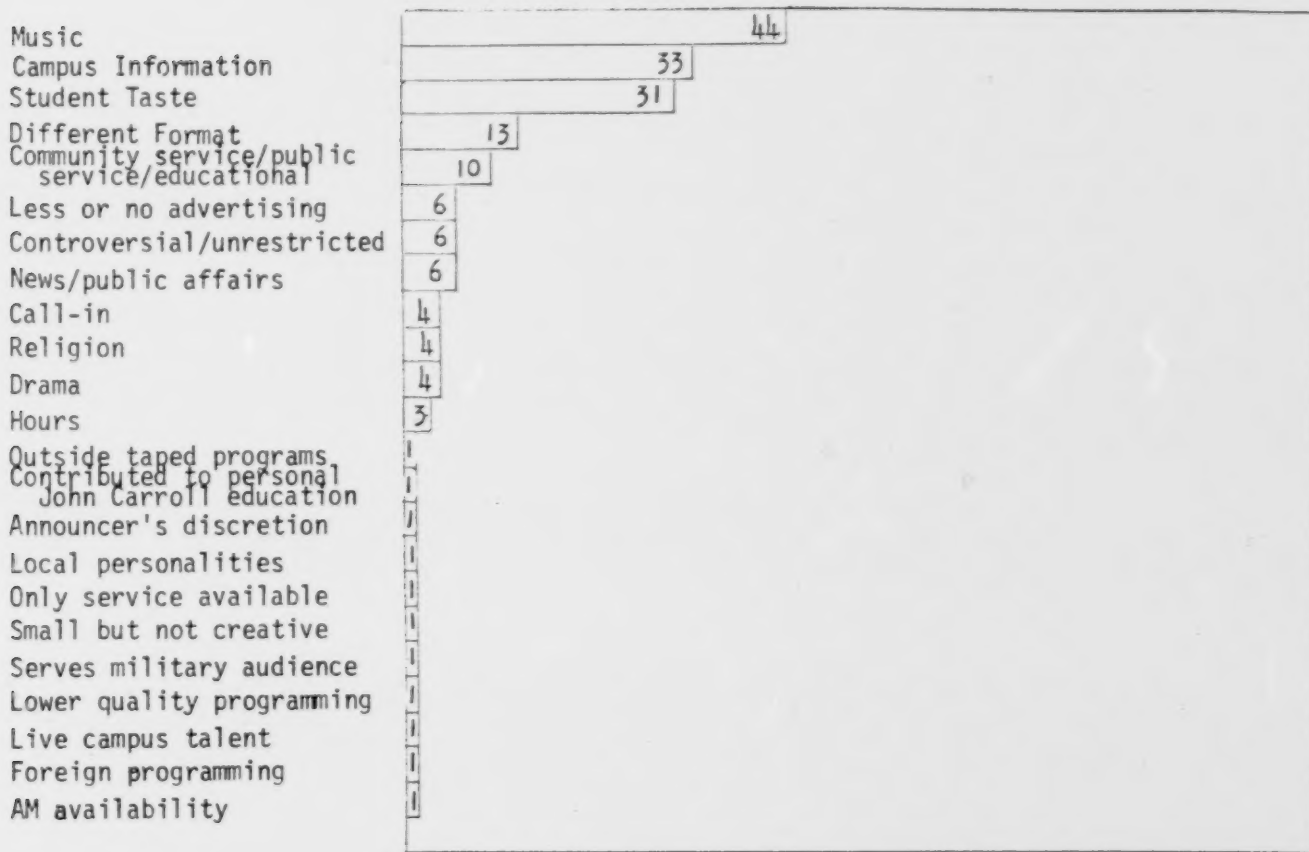


III - PROGRAMMING AND NEWS

A detailed breakdown of kinds of programs presented by stations responding to the survey is presented in Table J. Recorded music is the staple and other programming is peripheral. Stations listed two dominant music formats: progressive rock (52.4%) and Top 40 (27.4%). With very few exceptions, the remaining stations indicated that their formats mix these two types of music with oldies, soul, and other more specialized musical forms (Table K).

The carrier current broadcasters were asked to indicate what contribution they feel they make to the diversity of radio programming available to their listeners. The response is shown in Figure III, below. The presentation of recorded music was cited most often as the major contribution to program diversity, followed by the presentation of campus information and a more generalized catering to student tastes was third.

Figure III
CONTRIBUTION OF CARRIER CURRENT STATIONS
TO DIVERSITY OF PROGRAMMING AVAILABLE ON CAMPUS



Most stations cover varsity sports, but it must be kept in mind that major college sports are usually covered by local radio and television stations.

Carrier current radio appears to be a minor vehicle for information and opinion; little programming time is given to news and public affairs. In this respect, the college stations resemble many of their counterparts in professional radio.

A total of 107 of the 208 carrier current stations responded that they subscribe to a news wire service (51.4%). Thirty-five stations carry Associated Press, 74 subscribe to United Press International and two stations take both services.

Apart from the two major wire services, 55 stations (26.5%) indicate that they are subscribers to various other news services, and 22 of these (10.6%) use other print or wire services. Thirty-three stations (15.9%) supplement their news coverage with audio services.

The most popular print source is Earth News, a mail copy service that focuses on ecology, drug and consumer information, and anti-establishment political activities. It has 15 subscribers in the survey group. By far the most popular audio service is provided by ABC radio - 25 of the stations responding to the question carry one of the four ABC radio networks.

Emphasis on news and public affairs programming may be influenced by a number of factors. Student management so dominates the medium that no valid comparison can be made between news priorities at student-managed as opposed to non-student-managed stations.

About 75% of the commercial stations and 85% of the non-commercial stations devote 10% or less of their time to news and public affairs (Table L). Fewer noncommercial than commercial stations carry no news. Four out of five stations carrying over 20% news and public affairs were commercial.

Most stations present at least some local news coverage. Stations funded by schools and departments, by student activities funds, and by commercial income appear to offer a similar amount of local news. From two-thirds to three-quarters of the stations in each funding category provide at least some local news coverage (Table M).

Another factor that might affect coverage of local news is affiliation with an academic department. However, a comparison between the affiliated and unaffiliated stations shows no substantial difference in this respect (Table N).

The extent of news programming appears to be related to funding. For example, wire service subscriptions seem dependent upon budget level (Table O). Of 40 stations reporting a budget of \$100 - \$999, only 7 (17.5%) subscribe to a wire service. Of the 176 stations reporting a budget between \$1,000 and \$9,999, 75 (42.6%) are wire service subscribers. Among the 48 stations reporting an annual budget of more than \$10,000, 27 (56.3%) subscribe to a wire service.

The quality and scope of the news that is broadcast, or the manner of its presentation, are not measured in this quantitative study. Even with this reservation, however, the survey results show at most a minor emphasis on news. One-eighth of the college stations surveyed claim no news programming at all. This medium, then, does not seem to be providing an alternative information source for a campus audience.

IV - FINDINGS AND RECOMMENDATIONS

Most carrier current radio stations are run as undergraduate activities. Few are used for formal or informal training.

Some have loose ties with academic or administrative units but most are left entirely to student initiative. In fact, there is little apparent difference in programming patterns or operation between the student activity and college administered stations. Some are noncommercial; most sell advertising; but few rely upon time sales for their main source of income.

Recorded music is the predominant ingredient of the program format, comprised mostly of progressive rock, top 40 and a smattering of other contemporary sounds. Little time is allocated to other program fare. Diversity, for the most part, is measured by the records that are played. Student self-expression through news, public affairs, discussion, documentary or dramatic programming receives little attention on most stations and is ignored by others. Rip-and-read news appears to be a staple for stations with substantial budgets. Local news reporting receives very little emphasis. Except for play-by-play coverage of varsity sports, local, live programming seems to be a rarity. There are exceptions, of course, but these patterns apply in most cases.

One of the underlying concerns of this inquiry was to ascertain the extent of the carrier current stations' freedom to serve student needs and to reflect their interests. The study seems to reveal almost total independence for most stations, but little inclination to exercise this discretion innovatively.

The lack of diversity of program content is a characteristic of the carrier current stations which is especially distressing.

The college campus provides an ideal setting in which to develop a broadcast service which is experimental and responsive to its audience and measurable.* Host institutions, commercial and public broadcasters, individually and in concert, can help carrier current stations achieve their potential in several ways.

A. Institutional Encouragement and Support

Colleges and universities are considered by many to have both the responsibility to foster radio facilities which serve student needs and interests, and the obligation to refrain from dictating or suppressing the content of the medium. Supportive measures need not be exclusively or even primarily financial. Rather, it is believed that they should focus on the inherent educational value of student participation in broadcasting. Carrier current radio could be the focal point of formal and informal instruction in the communications process in our society.

Student/faculty/administration conferences would help independent stations to identify and to utilize more fully the intellectual and creative resources of the campus. Regional groupings of stations could enrich and broaden their programming by a planned interchange of tapes.

* The question of what campus audiences would like their stations to carry is one that is receiving some attention, as indicated by some of our respondents' informal addenda to our questionnaire. One researcher, Jonny Katz, of WFAL, Bowling Green State University forwarded a comprehensive survey of the role and effectiveness of that station.

B. Broadcast Industry Cooperation

There is also an important role for the commercial broadcaster or others connected with commercial broadcasters.

The college station provides an accessible and self-renewing pool of students from varied academic pursuits with a common interest in broadcasting. If broadcasting is to become a serious endeavor or a career objective for the best students, this experience must be made meaningful and practical. Professional broadcasters (and others related to the industry) could assist college stations by offering practical workshops in news reporting, technology and production, program planning, management, sales, and in demonstrating the ideals and positive contributions of broadcasting to society. Where possible, apprenticeships or off-campus-term jobs could be opened up by radio stations in adjacent communities. Those commercial stations could also serve as a link to the cultural resources of the community and region, creating a closer "town and gown" relationship.

Through interaction of this kind between the industry and students, an understanding of the problems and potentials of radio and television in an open society could be effected. The modest investment of time and attention called for on the part of the industry could both raise the quality of college radio stations and attract especially promising and motivated students to careers in broadcasting.

TARLES

Table A
Individual Handling
Day-to-Day Station Operation

<u>POSITION</u>	<u>NUMBER</u>	<u>PERCENT</u>
STUDENT	181	87.1
FACULTY	8	3.8
PAID STUDENT	8	3.8
PAID STAFF	6	2.9
ADMINISTRATION	3	1.4
STUDENT/FACULTY	1	.5
ADMINISTRATION/FACULTY	1	.5

Table B
Number and Percentage of
Department and Independent Stations
Reporting to Listed Entities

To whom does responsible person report?	Departmental Administration (25% of Stations)		Independent Administration (75% of Stations)	
	#	%	#	%
Committee	0	----	3	2.0
Faculty-student committee	6	12.0	22	16.0
Student affairs/govt/ dorm council	4	8.0	39	27.2
Academic department	16	32.0	1	.7
Faculty-administrative	15	30.0	24	16.7
Student station staff	1	2.0	15	10.4
Student governing body for media only	7	14.0	28	19.4
Nobody	1	2.0	11	7.6

Table C
Primary Purpose Claimed by
Commercial and Noncommercial Stations*

<u>Station Purpose</u>	<u>Commercial Stations</u>	<u>Non-Commercial Stations</u>	<u>Totals</u>
Training for broadcasting	31 (25.9%)	6 (12.2%)	37 (21.9%)
Student activity	35 (29.2%)	18 (36.7%)	53 (31.4%)
Service to student body	46 (38.3%)	19 (38.8%)	65 (38.5%)
Campus communication	3 (2.5%)	3 (6.1%)	6 (3.6%)
Academic lab	4 (3.3%)	1 (2.0%)	5 (3.0%)
Club facility	<u>1 (.8%)</u>	<u>2 (4.1%)</u>	<u>3 (1.8%)</u>
	120 (71 %)	49 (29 %)	169 (100 %)

* A total of 169 carrier current stations provided a usable response concerning the primary purpose of their facility.

Table D
Budget Range of
Commercial and Noncommercial Stations
for Last Concluded Fiscal Year*

<u>Budget Range</u>	<u>Commercial Stations</u>	<u>Non-Commercial Stations</u>	<u>Totals</u>
\$ 100 - \$ 999	19 (14 %)	17 (25 %)	36 (17.6%)
\$1,000 - \$9,999	92 (67.6%)	45 (66.2%)	137 (67.2%)
Over \$10,000	25 (18.3%)	6 (8.2%)	31 (15.2%)

* A total of 204 stations provided a usable response concerning station budget range.

Table E
Budget Ranges of
Stations Affiliated and Unaffiliated
with Academic Departments*

<u>Budget Range</u>	<u>Affiliated</u>	<u>Unaffiliated</u>	<u>Total</u>
\$ 100 - \$ 999	13 (28.3%)	24 (15.5%)	37 (18.4%)
\$1,000 - \$9,999	30 (65.2%)	103 (66.5%)	133 (66.2%)
Over \$10,000	3 (6.5%)	28 (18.1%)	31 (15.4%)

* A total of 201 stations indicated whether or not they were affiliated with an academic department.

Table F
Dominant Source of Income for
Stations Affiliated and Unaffiliated
with an Academic Department*

<u>Dominant Source of Income</u>	<u>Affiliated</u>	<u>Unaffiliated</u>
School Allocation	5 (11.9%)	22 (14.4%)
Activity Funds	9 (21.4%)	90 (58.8%)
Department Allocation	12 (28.6%)	1 (0.6%)
Outside Grant	0	2 (1.3%)
Club Budget	0	10 (6.5%)
Commercial Income	13 (30.9%)	23 (15.0%)
Other	3 (7.1%)	5 (3.3%)

* Of the 195 stations answering both questions, 42 had department affiliation and 153 did not.

Table G
Primary Source of Income for
Commercial and Noncommercial Stations

<u>Primary Income Source</u>	<u>Commercial</u>	<u>Non-Commercial</u>
School Allocation	15 (11.0%)	14½ (21.0%)
Student Activity Funds	64 (47.2%)	39½ (57.2%)
Department Allocation	10 (7.3%)	3 (4.3%)
Outside Grants	2 (1.5%)	0
Club Budget	2 (1.5%)	7 (10.1%)
Commercial Income	39 (28.0%)	1 (1.4%)
Other	3 (2.6%)	4 (5.8%)
No Response	<u>1 (0.7%)</u>	<u>-</u>
Total	135 (66.2%)	69 (33.8%)

Table H
Disposition of Commercial Revenue
If Not Retained by Station

Student Activity Fund	2
FM Fund	2
Back to University	2
General School Fund	2
University General Fund	1
Apportionment Board	1
Associated Students	1
FM Purchase Fund	1
Dept. Account	1
Corp. Operating Funds (Yale)	1
Back to Station	1
University income account applied against budget expenditures	1
Into sinking fund for capital equipment	1

Table I
Proportion of Advertising Revenue
Derived From Campus, Off-Campus, Community,
Regional and National Accounts

<u>Revenue Source</u>	<u>0%</u>	<u>1-20%</u>	<u>21-40%</u>	<u>41-60%</u>	<u>61-80%</u>	<u>81-100%</u>
Campus accounts	45(37.8%)	60(50.4%)	6(5.0%)	4(3.4%)	2(1.7%)	4(3.4%)
Off campus community accounts	7(5.9%)	12(10.0%)	9(7.6%)	14(11.8%)	34(28.6%)	45(34.8%)
Regional accounts	80(67.2%)	30(25.2%)	8(6.7%)	1(0.8%)	1(0.8%)	1(0.8%)
National accounts	60(50.4%)	35(29.4%)	11(9.2%)	7(5.9%)	7(5.9%)	2(1.7%)

Table J
Breakdown of Programming Presented
by Stations Responding to Survey

Type of Programming	Percentage																				
	None	1 - 5	6 -10	11-15	16-20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-70	71-75	76-80	81-85	86-90	91-95	96-100
Instruction	33	71	57	19	22	3	1	1			1										
Performing Arts	151	31	16	1	1																
News/Public Affairs	19	76	62	18	21	4	1	1													
Sports	46	103	37	5	5		2														
Recorded Music					2			1	4	3	7	2	8	12	20	23	30	29	32	24	6
Campus News	22	99	51	10	5																
Other		24	7	3	1				1	1											

Table K
Dominant Music Types Programmed by Carrier Current Stations*

<u>Type of Music</u>	<u>Number of Stations</u>	<u>% of Stations</u>
Progressive rock	109	(52.4%)
Top 40	57	(27.4%)
Progressive Rock/Top 40	7	(3.4%)
Other (religious)	5	(2.4%)
MOR	4	(1.9%)
Oldies	2	(1.0%)
Soul	2	(1.0%)
Progressive/Soul	2	(1.0%)
Prog R/MOR/Top 40	2	(1.0%)
Prog R/Oldies/Top 40	2	(1.0%)
Jazz	1	(0.5%)
Show Music	1	(0.5%)
Semi Classical/MOR	1	(0.5%)
Oldies/Top 40	1	(0.5%)
Jazz/Class	1	(0.5%)
Prog/Folk	1	(0.5%)
Oldies/MOR/Top 40	1	(0.5%)
Classical	0	
Semi-classical	0	
Foreign language	0	
Country/Western	0	
Folk	0	

* Responses precluded determining dominant music type(s)
for nine stations.

Table L
Percentage of News and Public Affairs Programming Carried
by Commercial and Noncommercial Stations

<u>% of News and Public Affairs</u>	<u>Commercial</u>	<u>Noncommercial</u>	<u>Totals</u>
None	15 (10.9)	11 (15.9)	26 (12.6)
1 - 5%	46 (33.3)	29 (42.0)	75 (36.2)
6 -10%	43 (31.1)	19 (27.5)	62 (30.0)
11 -15%	16 (11.6)	3 (4.4)	19 (9.2)
16 -20%	15 (10.9)	7 (10.2)	22 (10.6)
Over 20	3 (2.2)	--	3 (1.4)

Table M
Dominant Source of Funding for
Number and Percentage of
Stations Originating and Not
Originating Regular Local News Programs

<u>Dominant Source of Funds</u>	<u>Local News</u>	<u>Do Not Originate Local News</u>	<u>Totals</u>
Student Activity Funds	64 (64.6)	35 (35.4)	99 (51.8)
Commercial Income	31 (79.5)	8 (20.5)	39 (20.4)
School Allocation	21 (72.4)	8 (27.6)	29 (15.3)
Departmental Allocation	8 (61.5)	5 (38.5)	13 (6.8)
Club Budget	6 (66.7)	3 (33.3)	9 (4.7)
Outside Grants	---	2 (2.9)	2 (1.0)
TOTALS	130	61	191

Table N
Number and Percentage of Department Affiliated
and Unaffiliated Stations Carrying and Not
Carrying Local News Programs

<u>Local News</u>	<u>Department Affiliation</u>	<u>No Department Affiliation</u>	<u>Total</u>
Yes	30 (21.7%)	108 (78.3%)	138
No	17 (25.4%)	50 (74.6%)	67

Table 0
Budget Range of Stations
Subscribing to News Services*

<u>News Services</u>	<u>Budget Range</u>		
	<u>\$100-999</u>	<u>\$1000-9999</u>	<u>over \$10,000</u>
UPI	4 (10 %)	51 (29 %)	19 (39.6%)
AP	3 (7.5%)	24 (13.6%)	8 (16.7%)
other news services	8 (20 %)	37 (21 %)	12 (25 %)
audio service	5 (12.5%)	25 (14.2%)	9 (18.8%)
none	20 (50 %)	39 (22.1%)	--
TOTAL	40	176	48

* Some stations subscribe to more than one news service.

APPENDIX 1

Survey Postcard

Name of institution _____ Is there a carrier current station on campus? Yes _____ No _____ If yes, please supply the following information: _____ call letters of station _____ name of station manager _____ address of station _____ Your name _____ Title _____ Campus address _____	First-Class Mail U.S. Postage Paid 6¢ Permit #7726  Broadcast Institute of North America, Inc. 147 East 81 Street New York, New York 10028
--	---

BROADCAST INSTITUTE OF NORTH AMERICA 147 East 81st Street NEW YORK, NEW YORK 10028	BUSINESS REPLY MAIL No postage stamp necessary if mailed in the United States POSTAGE WILL BE PAID BY -	BROADCAST INSTITUTE OF NORTH AMERICA 147 East 81 Street, New York, New York 10028 (212) 628-7978 Dear Sir/Madam, The Broadcast Institute of North America, an independent, non-profit research organization, is compiling a list of all carrier current radio stations. Please fill in the simple data requested on the attached card, tear it off, and mail it back to us, <i>whether or not your institution has such a station.</i> Thank you very much. Electra Yourke Research Director
--	--	---

BROADCAST INSTITUTE OF NORTH AMERICA

147 East 81 Street, New York, New York 10028 (212) 628-7978

April 27, 1972

Dear carrier current station manager:

The Broadcast Institute of North America, an independent, non-profit research organization, is initiating a survey of carrier current stations on all U.S. college and university campuses.

This survey was prompted by the interest of two student staff members of the Columbia University carrier station, WKCR-AM. They have assisted us in developing the enclosed questionnaire, and will participate in the analysis of returns.

College radio as a whole has been studied from one viewpoint or another many times, but none of these studies has limited itself to carrier current. We feel that its unique status and its special constituency set it apart from over-air broadcasting, and that a separate profile is long overdue.

Such data as has been gathered in the past has come only from the IBS membership which does not, of course, include all existing stations. The present inquiry will cover a much greater number.

Our initial phase will not go beyond a tabulation and analysis of the data from the enclosed questionnaire. As a participant, you are, of course, free to examine these materials and may, if you wish, receive a copy of the results of this preliminary study. Any subsequent research on our part must await returns from this first step.

We have made the questionnaire simple, factual, and directly related to carrier current operations, as our WKCR-AM advisors experience them every day. Our hope is that you will fill out the questionnaire and send it back by return mail. We have only until the end of the spring semester to complete this survey and analyze the results, so you can understand the urgency.

If you have any questions, let us know by letter or phone. I look forward to receiving these materials from you.

Sincerely yours,

Electra Yourke
Electra Yourke
Research Director

President
LOUIS G. COWAN

Vice President
SIG MICKELSON

Directors
EDWARD BARRETT • ELMER LOWER • NEWTON MINOW • JEROME B. WIESNER

Program Consultants
RALPH JENNINGS • PAUL LASKIN • SEYMOUR N. SIEGEL • ELECTRA YOURKE

APPENDIX 2

Call letters _____
School _____
City _____
State _____

SURVEY OF CARRIER CURRENT STATIONS
Broadcast Institute of North America
Spring, 1972

- 1/ By what method is signal distributed to campus buildings?
- a/ separate XMTR in each building
 - b/ central XMTR/coax
 - c/ CATV-type system
- 2/ Is your station picked up and relayed by any off-campus cable systems?
Yes _____ No _____
- 3/ Is your station administered by a department of the school?
Yes _____ No _____ If yes, please reply to the following questions:
- a/ Name of department _____
 - b/ Do station funds come from department budget? Yes _____ No _____
 - c/ Is there a departmental faculty advisor? Yes _____ No _____
 - d/ Is participation in station activities a requirement of any course? Yes _____ No _____
 - e/ Are station facilities used as a classroom laboratory in departmental course work? Yes _____ No _____
 - f/ Are station facilities regularly used by any other department or campus organization? Yes _____ No _____
If yes, by whom, and how? _____
 - g/ Are station facilities used by any off-campus groups? Yes _____
No _____ If yes, by whom? _____
- 4/ Please indicate sources of station funds (give approximate percentages)
- a/ school allocation %
 - b/ student activity funds %
 - c/ departmental allocation %
 - d/ outside grants %
 - e/ club budget %
 - f/ commercial income %
 - g/ other (please specify) %

BINA--2

- 5/ Please indicate the budget range of your station for the last concluded fiscal year:

_____	\$100 - \$999
_____	\$1000 - \$9999
_____	\$10,000 - \$49,999
_____	\$50,000 - \$99,999
_____	over \$100,000

- 6/ For what purpose(s) is your station maintained? (Please rank in order.)

a/ training for broadcasting career	_____
b/ student activity	_____
c/ service to student body	_____
d/ intra-campus communication	_____
e/ laboratory for academic work	_____
f/ club facility	_____
g/ other (please specify)	_____

- 7/ Who is responsible for the station's day-to-day functioning?

Name _____
Title _____

- 8/ Is the above person (check one)

a/ administration	_____
b/ student	_____
c/ faculty	_____
d/ paid staff	_____
e/ other (please specify)	_____

- 9/ To whom does he/she report?

a/ faculty committee	_____
b/ faculty-student committee	_____
c/ student affairs committee	_____
d/ academic department (please specify)	_____
e/ other (please specify)	_____

- 10/ Who selects the station manager?

a/ administration	
b/ faculty	
c/ faculty-student committee	
d/ department head	
e/ station staff	
f/ current manager	
g/ other (please specify)	_____

- 11/ Do you originate any live (non-recorded) programs? Yes _____ No _____

12/ Please indicate the approximate percentage of air time devoted to:

a/ instruction	%	
b/ performing arts	%	
c/ news & public affairs	%	
d/ sports	%	
e/ recorded music	%	
f/ campus news	%	
g/ other (please specify)	%	_____

13/ Do you cover varsity sports? Yes _____ No _____

14/ Please rank by approximate percentage the recorded music you carry:

a/ progressive rock	%	
b/ jazz	%	
c/ classical	%	
d/ semi-classical	%	
e/ oldies	%	
f/ show music	%	
g/ foreign language	%	
h/ soul	%	
i/ country/western	%	
j/ folk	%	
k/ MOR	%	
l/ top 40	%	
m/ other (please specify)	%	_____

15/ Do you originate regular local news coverage? Yes _____ No _____

16/ Does your station subscribe to (check if yes)

UPI _____
 AP _____
 other news service _____
 audio service _____

17/ In what ways does your station contribute to the diversity of programming available in your radio market?

18/ Does your station carry commercials? Yes _____ No _____

FOR COMMERCIAL STATIONS ONLY:

19/ What percentage of your advertising revenues comes from the following:

a/ campus accounts	%	
b/ off-campus community accounts	%	
c/ regional accounts	%	
d/ national accounts	%	

20/ Do proceeds from advertising go directly into station operating funds?
 Yes _____ No _____ If no, where do they go?

21/ Please list your five largest advertising accounts during the last fiscal year. (Give generic names, if you prefer)

APPENDIX 3

ALABAMA

WABP	Univ. of Alabama, University	
WSBR	St. Bernard College, St. Bernard	X

ALASKA

KMPS	Univ. of Alaska, Fairbanks	X
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ARIZONA

KNAU	Northern Arizona Univ., Flagstaff	
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ARKANSAS

KHCA	Harding College, Searcy	X
KJBU	John Brown Univ., Siloam Springs	X
KSCA	Arkansas State Teachers College, Conway	

CALIFORNIA

KALX	Univ. of California, Berkeley	
KBBK	Bethany Bible College, Santa Cruz	X
KBLA	California State College, Los Angeles	
KCMC	Claremont Men's College, Claremont	
KCR	San Diego State College, San Diego	
KCSB	Univ. of California, Santa Barbara	
KCSC	Chico State College, Chico	
KDVS	Univ. of California, Davis	X
KFSR	Fresno State College, Fresno	
KHCR	Los Angeles Harbor College, Wilmington	X
KLA	UCLA, Los Angeles	X
KOXY	Occidental College, Los Angeles	
KRHC	Rio Hendo Jr. College, Whittier	X
KRJC	Modesto Jr. College, Modesto	
KRTG	San Francisco State College, San Fran.	X
KSBS	The Cate School, Carpinteria	X
KSDA	Loma Linda Univ., Loma Linda	X
KSDT	Univ. of California, San Diego	X
KSLA	California State College, L. A.	
KUCR	Univ. of California, Riverside	
KUSF	Univ. of San Francisco, S.F.	X
KWEB	Webb School of California, Claremont	
KXXK	San Francisco Theological College, S.F.	
KXLU	Loyola Univ. of L.A., L.A.	X
KZSU	Stanford Univ., Stanford	

Note: X - Respondent

COLORADO

KAOS	Univ. of Denver, Denver	X
KAS	Adams State College, Alamosa	
KCFR	Univ. of Denver, Denver	
KCSU	Colo. State Univ., Fort Collins	
KWSC	Western State College, Gunnison	

CONNECTICUT

WCCS	Central Conn. State College, New Britain	X
WCNI	Conn. College, New London	X
WHUS	Univ. of Conn., Storrs	X
WPKN	Univ. of Bridgeport, Bridgeport	X
WQSB	Quinnipiac College, Hamden	
WQSV	Quinnipiac College, Hamden	X
WRMC	Mitchell College, New London	X
WYBC	Yale Univ., New Haven	X

DELAWARE

WHEN	Univ. of Delaware, Newark	X
WSLY	Wesley College, Dover	

DISTRICT OF COLUMBIA

WAMU	American University	X
WCUA	Catholic Univ. of America	
WEBS	Marjorie Webster Jr. College	
WRGW	George Washington Univ.	X
WRTC	Trinity College	
WWCU	Catholic Univ. of America	X

FLORIDA

WFPC	Eckerd College, St. Petersburg	X
WJCR	Jones College, Jacksonville	
WNCR	New College, Sarasota	X
WPRK	Rollins College, Winter Park	

GEORGIA

WACC	Atlanta Christian College, East Point	
WEMO	Emory Univ., Atlanta	
WGSC	Georgia State Univ., Atlanta	
WJTL	Oglethorpe Univ., Atlanta	
WSTB	Southern Tech. Institute, Marietta	

IDAHO

KUOI	Univ. of Idaho, Moscow	
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ILLINOIS

WELH	Eastern Ill. Univ., Charleston	X
WERA	Lewis College, Lockport	X
WETN	Wheaton College, Wheaton	
WIDB	So. Ill. Univ., Carbondale	X
WIIT	Ill. Inst. of Tech., Chicago	X
WILC	Ill. College, Jacksonville	
WILL	Univ. of Ill., Urbana	
WJMU	Millikin Univ., Decatur	X
WKDI	No. Ill. Univ., DeKalb	X
WLCC	Lincoln Christian College, Lincoln	
WLFC	Lake Forest College, Lake Forest	X
WLUC	Loyola Univ., Chicago	
WMMC	MacMurray College, Jacksonville	
WNPC	No. Park College, Chicago	
WPGU	Univ. of Ill., Urbana-Champaign	X
WRBC	Roosevelt Univ., Chicago	
WRBU	Bradley Univ., Peoria	
WRCR	Rockford College, Rockford	X
WRSB	Shimer College, Mt. Carroll	
WWQC	Quincy College, Quincy	

INDIANA

KHRC)	Purdue Univ., (Hall H-2), W. Lafayette	X
WHRC)		
WCCR	(Cary Hall), W. Lafayette	X
WCTS	(Fowler Courts), W. Lafayette	
WHHR	(Harrison Hall), W. Lafayette	X
WILY	(Hall H-3), W. Lafayette	X
WMRH	(Hall H-1), W. Lafayette	X
WRFL	(Shreve Hall), W. Lafayette	
WVRH	(McCutcheon Hall), W. Lafayette	X
WBKE	Manchester College, No. Manchester	X
WFCI	Franklin College of Ind., Franklin	X
WGCS	Goshen College, Goshen	
WITB	Ind. Inst. of Tech., Fort Wayne	X
WIUS	Indiana Univ., Bloomington	X
WOWI	St. Joseph's College, Rensselaer	X
WSND	Univ. of Notre Dame, Notre Dame	X
WTUC	Taylor Univ., Upland	
WVTI	Valparaiso Tech. Inst., Valparaiso	X

IOWA

KAMA	Iowa Wesleyan College, Mt. Pleasant	X
KCOE	Coe College, Cedar Rapids	
KICR	Univ. of Iowa, Iowa City	X
KIFC	Iowa State Univ., Ames	
KLOR	Loras College, Dubuque	X
KMC	Midwestern, Denison	
KPGY	Iowa State Univ., Ames	
KSUI	State Univ. of Iowa, Iowa City	
KWAD	Univ. of Iowa, Iowa City	
KWLC	Luther College, Decorah	
WGVU	Univ. of Dubuque, Dubuque	
WPCS	William Penn College, Oskaloosa	

KANSAS

KANU	Univ. Kansas, Lawrence	
KFHS	Fort Hays State College, Hays	X
KKWN	Kansas Wesleyan, Salina	
KLBC	Bethany College, Lindsborg	
KSRH	Kansas State Univ., Manhattan	X
KSWC	Southwestern College, Winfield	X
KUOK	Univ. of Kansas, Lawrence	X

KENTUCKY

WBKY	Univ. of Kentucky, Lexington	
WTLX	Transylvania Univ., Lexington	X

LOUISIANA

KGRM	Grambling College, Grambling	
WLDC	Loyola Univ., New Orleans	X
WLPI	La. Polytechnic Inst., Ruston	X
WLSU	La. State Univ., Baton Rouge	
WTUI	Tulane Univ., New Orleans	
	Dillard Univ., New Orleans	

MAINE

WBOR	Bowdoin College, Brunswick	
WMHB	Colby College, Waterville	X
WMMA	Maine Maritime Academy, Castine	X
WUMF	Univ. of Maine, Farmington	

MARYLAND

WFSC	Frostburg State College, Frostburg	X
WMUC	Maryland Univ., College Park	
WRNV	U. S. Naval Academy, Annapolis	X

MASSACHUSETTS

WAIC	American Internatl. College, Springfield	X
WAMH	Amherst College, Amherst	
WBIM	Bridgewater State College, Bridgewater	X
WBS	Wellesley College, Wellesley	X
WCHC	Holy Cross, Worcester	
WCSB	Graham Jr. College, Boston	
WCUW	Clark University, Worcester	
WCWL	Berkshire Christian College, Berkshire	
WECB	Emerson College, Boston	X
WENC	Eastern Nazarene College, Quincy	
WHRB	Harvard Univ., Cambridge	
WLTI	Lowell Tech. Inst., Lowell	
WMS	Williams College, Williamstown	X
WNEU	Northeastern Univ., Boston	
WNRC	Nichols College, Dudley	
WRSA	Massasoit College, No. Abington	
WRWB	Babson Institute, Babson Park	
WSCB	Springfield College, Springfield	X
WSTO	Stonehill College, No. Easton	
WTBU	Boston Univ., Boston	X
WTCC	Springfield College, Springfield	X
WUBC	Boston College, Chestnut Hill	X
WVAC	Curry College, Milton	
WVMM	Merrimack College, North Andover	X

MICHIGAN

WAUR	Andrew Univ., Berrien Springs	
WAYN	Wayne State Univ., Detroit	
WBKX	No. Michigan Univ., Marquette	X
WBSD	Olivet College, Olivet	
WCAL	Calvin College & Seminary, Grand Rapids	
WCBN	Univ. of Michigan, Ann Arbor	X
WCHP	Central Michigan Univ., Mt. Pleasant	
WEXL	Albion College, Albion	
WFRS	Ferris State College, Big Rapids	X
WHUR	Eastern Mich., Ypsilanti	X
WIDR	Western Mich. Univ., Kalamazoo	
WJRN	Northwood Institute, Midland	X

MICHIGAN CONT.

WMCD	Mercy College of Detroit, Detroit	
WMGR	Marygrove College, Detroit	
WMJB	Macomb County Comm. College, Warren	
WMSN	Mich. State Univ., East Lansing	X
WSRL	* Andrews University, Berrien Springs	X
WVOD	Univ. of Detroit, Detroit	X
WVAC	Adrian College, Adrian	

MINNESOTA

KARL	Carleton College, Northfield	X
KATY	College of St. Catherine, St. Paul	X
KBSB	Bemidji State College, Bemidji	X
KGMA	Mankato State College, Mankato	X
KMAC	Macalester College, St. Paul	X
KMSC	Moorhead State College, Moorhead	X
KSJU	St. John's Univ., Collegeville	X
KSMC	St. Mary's College, Winona	
KSTO	St. Olaf's College, Northfield	X
KUMM	Univ. of Minn., Morris	
WMMR	Univ. of Minn., Minneapolis	X

MISSISSIPPI

WCBH	Univ. of Miss., University	
WMSU	Univ. of Southern Miss., Hattiesburg	
WSCM	Miss. St. College for Women, Columbus	

MISSOURI

KBIL	St. Louis Univ., St. Louis	
KCBC	Central Bible Institute, Springfield	X
KCCS	Univ. of Missouri, Columbia	X
KCLC	Lindenwood College, St. Charles	X
KCUR	Univ. of Kansas City, Kansas City	
KDLX	Northwest Mo. State College, Maryville	X
KFRH	Washington Univ., Clayton	X
KGNT	School of the Ozarks, Pt. Lookout	
KMFA	Univ. of Missouri, Rolla	X
KMOE	Central Methodist College, Fayette	
KOBC	Ozark Bible College, Joplin	
KRC	Rockhurst College, Kansas City	
KXCV	Northwest Mo. State College, Maryville	

MONTANA

KATS	Montana State Univ., Bozeman	
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NEBRASKA

KOCU	Creighton Univ., Omaha	X
KOVF	Kearney State College, Kearney	X
KRNO	Univ. of Neb., Omaha	
KVNO	Univ. of Neb., Omaha	X
KWLN	Nebraska Wesleyan, Lincoln	

NEVADA

KNYE	Univ. of Nevada, Reno	X
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NEW HAMPSHIRE

WFPR	Franklin Pierce College, Rindge	
WKNH	Keene State College, Keene	X
WPCR	Plymouth State College, Plymouth	X
WSAC	St. Anselm's College, Manchester	
WUNH	Univ. of N.H., Durham	X
WVNB	Nathaniel Hawthorne College, Antrim	X

NEW JERSEY

WCPR	Stevens Institute, Hoboken	X
WERD	Drew Univ., Madison	
WFDM	Fairleigh Dickinson, Rutherford	
WFDU	Fairleigh Dickinson, Teaneck	X
WMCJ	Monmouth College, Ocean (W. Long Beach)	X
WNCE	Newark College of Engineering, Newark	X
WPC	William Patterson College, Wayne	X
WPRB	Princeton Univ., Princeton	
WRNU	Rutgers Univ., New Brunswick	
WRSU	Rutgers Univ., New Brunswick	X
WTSC	Trenton State College, Trenton	
WVMS	Montclair State College, Upper Montclair	X
WWRG	Rider College, Trenton	X

NEW MEXICO

KDEF	Univ. of Albuquerque, Albuquerque	
KRWG	New Mexico State Univ., Las Cruces	

NEW YORK

KSLU	St. Lawrence Univ., Canton	
WALI (WBAU)	Adelphi College, Garden City	
WBCR	Brooklyn College, Brooklyn	X
WBSU	SUNY, Brockport	X
WCAG	NYU, New York City	
WCCR	City College, New York City	X
WCOB	SUNY, Cobleskill	X
WCSU	SUNY, Cortland	

NEW YORK CONT.

WCVF	SUNY, Fredonia	
WECW	Elmira College, Elmira	
WEOS	Hobart College, Geneva	
WGSU	SUNY, Geneseo	
WHRW	Harpur College, Binghamton	
WICB	Ithaca College, Ithaca	X
WINO	Polytech of Brooklyn, Brooklyn	
WITR	Rochester Inst. of Tech., Rochester	X
WJFR	St. John Fisher College, Rochester	X
WJSL	Houghton College, Houghton	X
WKCR	Columbia Univ., New York City	X
WKCS	Keuka College, Keuka Park	
WKDT	U.S.M.A., West Point	X
WKGO	SUNY, Plattsburgh	X
WLIU	Long Island Univ., Brooklyn	X
WLMU	Le Moyne College, Syracuse	X
WMLC	Lehman College, Bronx	X
WNYT	N.Y. Inst. of Tech., Old Westbury	
WNYU	NYU, Washington Square, New York City	
WNYU	NYU, Bronx	X
WOGR	SUNY, Oswego	X
WOFM	St. Bonaventure Univ., St. Bonaventure	
WONY	SUNY, Oneonta	X
WPIR	Pratt Institute, Brooklyn	X
WPRH	Pratt Institute, Brooklyn	
WQCC	Queensborough Comm. Coll., Bayside	X
WQMC	Queens College, Flushing	
WRMT	Mohawk Valley Comm. Coll., Utica	X
WRPI	Rensselaer Poly., Troy	X
WRPS	SUNY, Potsdam	X
WRUC	Union College, Schenectady	
WRUC	Skidmore College, Saratoga Springs (in conjunction with Union College)	
WSCR	Southampton College, Southampton	
WSUA	SUNY, Albany	X
WSLC	Sarah Lawrence College, Bronxville	
WUSB	SUNY, Stonybrook	X
WVAT	SUNY, Alfred	
WVBR	Cornell Univ., Ithaca	X
WVCR	Sienna College, Loudonville	X
WVKR	Vassar College, Poughkeepsie	X
WYUR	Yeshiva Univ., New York City	X

NORTH CAROLINA

WABY	Belmont Abbey College, Belmont	X
WANT	N. Carolina A & T State Univ., Greensboro	
WCAR	Univ. of N.C., Chapel Hill	X
WCAT	Western Carolina Univ., Cullowhee	
WDAV	Davidson College, Davidson	X
WDBS	Duke Univ., Durham	X
WECU	East Carolina Univ., Greenville	X
WEHL	Univ. of N.C., Greensboro	
WFDD	Wake Forest Univ., Winston-Salem	
WKNC	N.C. State College, Raleigh	
WLMC	Lees McRae College, Banner Elk	
WMHC	Mars Hill College, Mars Hill	
WPAK	N.C. State Univ., Raleigh	
WSAP	St. Andrew's Presby. College, Laurinburg	
WSPC	Pfeiffer College, Misenheimer	X
WVPS	Wilmington College, Wilmington	

OHIO

WEAD	Ohio Univ. (Read Hall), Athens	
WGAM	(Gametsfelder Hall) Athens	X
WIRV	(Irvine Hall), Athens	
WJHR	(James Hall), Athens	
WLHD	(Lincoln Hall), Athens	
WOUB	Athens	
WPKS	(Parks Hall), Athens	
WSAR	(Sargent Hall), Athens	X
WDCW	Defiance College, Defiance	
WERC	Univ. of Toledo, Toledo	X
WFAL	Bowling Green Univ., Bowling Green	X
WFIB	Univ. of Cincinnati, Cincinnati	X
WHCR	Heidelberg College, Tiffin	X
WHRM	Hiram College, Hiram	
WKCO	Kenyon College, Gambier	
WMOH	Western College for Women, Oxford	
WOBN	Otterbein College, Westerville	
WOSR	Ohio State, Columbus	
WRDL	Ashland College, Ashland	
WVFC	Findlay College, Findlay	X
WUJC	John Carroll Univ., Univ. Heights	X
WUSO	Wittenberg Univ., Springfield	
WVUD	Univ. of Dayton, Dayton	
WWSU	Wright State Univ., Dayton	X
WYSO	Antioch College, Yellow Springs	X

OKLAHOMA

KAOS	Oklahoma Military Academy, Claremore	
KUVY	Univ. of Oklahoma, Norman	

OREGON

KDUP	Univ. of Portland, Portland	
KLC	Lewis and Clark College, Portland	X
KLIN	Linfield College, McMinnville	
KPUR	Pacific Univ., Forest Grove	

PENNSYLVANIA

KSFC	St. Francis College, Loretto	X
WAJC	Washington & Jefferson Coll., Washington	X
WCCB	Clarion State, Clarion	
WCSC	West Chester State College, West Chester	
WDCV	Dickinson College, Carlisle	X
WDNR	Widener College, Chester	X
WHRC	Haverford College, Haverford	X
WJC	Juniata College, Huntingdon	X
WJKB	Edinboro State College, Edinboro	
WKSC	Kutztown State College, Kutztown	X
WKVU	Villanova Univ., Villanova	X
WLCR	Lycoming College, Williamsport	
WLCV	Wilson College, Chambersburg	
WLRN	Lehigh Univ., Bethlehem	X
WLVR	Lehigh Univ., Bethlehem	X
WMAN	Drexel Institute of Technology, Philadelphia	
WMSR	Millersville State College, Millersville	
WMUH	Muhlenburg College, Allentown	X
WNFT	Slippery Rock State College, Slippery Rock	X
WPGH	Pittsburgh University, Pittsburgh	X
WQSU	Susquehanna University, Selinsgrove	X
WRCT	Carnegie Institute of Technology, Pittsburgh	X
WRMC	Moravian College, Bethlehem	X
WSJR	St. Joseph's College, Philadelphia	X
WSRN	Swarthmore College, Swarthmore	X
WSVC	St. Vincent's College, Latrobe	
WSYC	Shippensburg State College, Shippensburg	X
WVBU	Bucknell Univ., Lewisburgh	X
WVMM	Mt. Mercy College, Pittsburgh	
WWEC	Elizabethtown College, Elizabethtown	X
WWFM	Franklin & Marshall College, Lancaster	
WWGC	Gettysburgh College, Gettysburgh	X
WXAC	Albright College, Reading	

PUERTO RICO

CUPR	Catholic Univ. of Puerto, Rico, San Juan	
WIAU	Inter American Univ., San German	

RHODE ISLAND

WBRU	Brown Univ., Providence	X
WDOM	Providence College, Providence	
WRIU	Rhode Island Univ., Kingston	X

SOUTH CAROLINA

WARP	Erskine College, Due West	
WCBC	Columbia Bible College, Columbia	X
WCRN	Wofford College, Spartanburg	X
WCRO	Winthrop College, Rock Hill	
WFBA	Furman Univ., Greenville	
WUSC	Univ. of South Carolina, Columbia	X

TENNESSEE

WETS	East Tenn. State College, Johnson City	X
WTGR	Memphis State Univ., Memphis	X
WTSU	Tenn. State Univ., Nashville	X
WUTM	Univ. of Tenn., Martin	

TEXAS

KACC	Abilene Christian College, Abilene	
KHPC	Howard Payne College, Brownwood	
KLCC	Lubbock Christian College, Lubbock	
KSMU	Southern Methodist Univ., Dallas	
KTEP	Univ. of Texas, El Paso	X
KTRU	Rice University, Houston	

UTAH

KEPH	Utah State Agricultural Coll., Ephraim	
KWCR	Weber State College, Ogden	X

VERMONT

WCRS	Windham College, Putney	X
WJSC	Johnson State College, Johnson	X
WRUV	Univ. of Vermont, Burlington	
WSSE	St. Michael's College, Winooski	

VIRGINIA

WCRC	Richmond Univ., Richmond	X
WGMB	Bridgewater College, Bridgewater	
WJRB	Virginia Commonwealth Univ., Richmond	
WLRC	Emory and Henry College, Emory	
WUVA	Univ. of Virginia, Charlottesville	X
WUVT	Virginia Polytechnic Inst. & State University, Blacksburg	X
WWRM	Randolph-Macon Women's College, Lynchburg	

WASHINGTON

KCNC	Northwest College, Kirkland	X
KCWS	Central Washington State College, Ellensburg	
KEWC	Eastern Wash. State College, Cheney	X
KSSR	Seattle Pacific College, Seattle	X
KUGR	Washington State Univ., Pullman	X
KUPS	Univ. of Puget Sound, Tacoma	X

WEST VIRGINIA

WCAB	Alderson-Broadbudd College, Philippi	X
WCDE	Davis & Elkins College, Elkins	X
WVSC	Salem College, Salem	X

WISCONSIN

WBCR	Beloit College, Beloit	
WCCZ	Carroll College, Waukesha	
WLHA	Univ. of Wisconsin, Madison	X
WMUR	Marquette Univ. Milwaukee	
WRST	University of Wisconsin, Oshkosh	X
WSCI	Wisconsin State, Platteville	
WSNC	St. Norbert College, De Pere	
WSRM	Univ. of Wisconsin, Madison	X
WSSR	Univ. of Wisconsin, Madison	
WSUP	Wisconsin State, Platteville	X
WSUR	Wisconsin State, Eau Claire	
WVLC	Lakeland College, Sheboygan	

MAP INDICATING LOCATION OF RESPONDENTS

